As I am a frequent flier (nearly 1 million miles) I would detest having cell phones being used during flight. Even the short time that people can use them during boarding and taxing, most people seem to loose their common courtesy. Although American has disabled their in-flight phones, I recall having to listen to people shout for an extended period on these phones.

Wireless internet might be worthwhile as it would not be as disturbing to the others on the plane.